



Press release

Paris, 18 May 2017

OWI raises 2 million euros from Naxicap Partners to accelerate the deployment of its artificial intelligence solutions dedicated to customer relations

Since 2009, OWI has contributed artificial intelligence to the information systems of large companies, allowing them to understand the natural language of their customers. Thanks to a patented neuromimetic technology, the French technology start-up allows machines to picture a message like the human brain would. The practical application? Understanding and handling the millions of interactions – written and spoken – between a company, its employees, and its customers.

Already well established in the banking/insurance sector, OWI has become a key player in the digital customer relationship in just a few years. Among its references are big names like Banques Populaires Caisses d'Epargne, MAAF, MGEN, Crédit Agricole, Verspieren, MGC, La Banque Postale, MAIF, GMF, Canal+, IKEA, and Meetic.

Today, OWI has just finalised 2 million euros in funding with NAXICAP Partners to accelerate its development. The French gem intends to expand its model into new markets and double its workforce before the end of the year.

“Thanks to his historical expertise in data modelling and artificial intelligence algorithms, Christophe Dany has developed a particularly efficient semantic analysis engine that allows key accounts to launch themselves into the digital transformation of their customer relations quickly and calmly. The solution has convinced leading institutions, and OWI is already becoming positioned as a leader in the banking/insurance sectors”, claimed Antoine Le Masson, NAXICAP Partners Consultant.

“OWI is at a pivotal stage of its development. Our direct competitors are Microsoft, Salesforces, Amazon, and IBM. We're fighting in the same arena as the American giants! This is our opportunity to benefit from a unique discovery at the global level: the OWI process of understanding human language.

Thanks to our passionate teams, the support of our customers, the commitment of such prestigious partners as Orange Business Services, Capgemini-Prosodie, and Atos-Worldline, and now the financial and human support of NAXICAP Partners, we have the resources to achieve our ambitions. And they are huge. We are already leaders in artificial intelligence applied to e-mail, and we want to become a leader on the chatbots market”, explained Christophe Dany, Chairman and co-founder of OWI.



About NAXICAP Partners:

One of France's leading private equity companies, NAXICAP Partners has €2.5 billion of capital under management. As a committed, responsible investor, NAXICAP Partners builds solid, constructive partnerships with entrepreneurs so that their projects can succeed. A subsidiary of Natixis, the company is organised in 3 teams – Innovation & Growth, Small Caps, and Mid-Caps – employing 38 investment professionals in 4 offices in France: Paris, Lyon, Toulouse, and Nantes. For more information, please visit www.naxicap.fr

About OWI:

A software publisher dedicated to the customer relations sector, OWI offers semantic analysis solutions for processing customer requests as well as measuring and managing the customer experience. Built around a unique neuromimetic technology for language recognition, OWI solutions contribute to the operational management of quality and the customer experience and bring productivity and quality to the processing of requests. For more information, please visit: www.owi-tech.com

About Multeam:

Multeam supports high-potential companies in their fundraising. Multeam uses its own specific methodology based on in-depth knowledge of the ecosystem, rolled out during the various phases of the fundraising process: from preparation to closing. For more information, please visit www.multeam.fr

Press contact:

NAXICAP Partners

Valérie Sammut - Tel: +33 04 72 10 87 99
valerie.sammut@naxicap.fr